

Abstract

Objectives – This research seeks to analyse the university student who fall in middle up class society family towards their behavior in purchasing luxury branded product.

Method – Cronbach alpha was used to perform the reability check while confirmatory factor analysis (CFA) was used to for the validity check. Single and Multiple linear regression was used to check the coerrelations of status consumption to product innovativeness and involvement, and product innovativeness and product involvement towards price sensitivity. One-way ANOVA was used to measure the relation between status consumption towards expenses, the relations between major and product innovativeness and product involvement and the relationship between age towards status consumption behavior.

Results – Status consumption behavior has a positive impact towards product innovativeness and product product involvement. This means that individual who feel status is important to them will seek information about the product and get involve to certain product category and they also tend to be the first to buy the product before the people in their social circle does. In the other hand, product innovativeness and product involvement has a negative impact towards price sensivity, this means that the more individual involve themselves to the product and tend to be the first to own the product before their friend does their price sensitivity is becoming lower.

Conclusions – the results indicates that luxury goods producer should not focus on the customer in the age 30s or 40s only but also the customer in the early 20s as now a days the economy of indonesia increase thus it increase the number of middle up class society. To show that they come from different background luxury branded product is being used to “show off” to others that they are different.

Keywords : Consumer Behavior, Middle up class society, Luxury goods